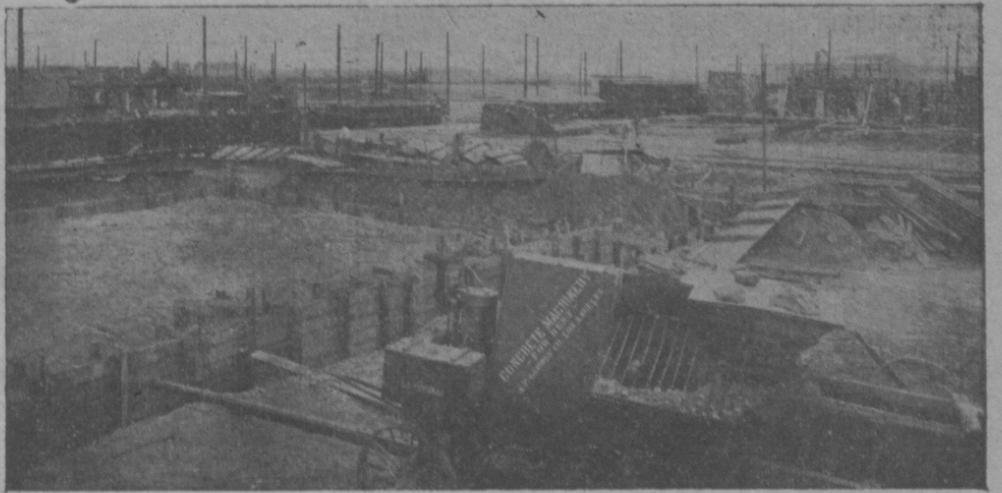


*The Story of Torrance, as
Dictated by Its Founder,
Told for the First Time*



• When the Union Tool Works Were Being Built.

our company, purchase 25 acres of the company's land and, within 18 months, to construct a new plant thereon and remove their plant thereto.

In the meantime the Hendrie Rubber Company, the Pacific Metal Products Company, the Torrance Pearl Manufacturing Company, the California Shoe Manufacturing Company, and the Hurrie Window Glass Company have built plants at Torrance. The shoe company failed but all the rest are operating.

Town Begun

COINCIDENT with commencement of construction work by the Union Tool Company, the work of laying out the town of Torrance was begun. Architect Olmsted had completed plans, and contracts were let by General Manager Sinclair for a vast amount of street work, a water distributing plant, a sewer system, street lighting, etc., and for the construction of a hundred or more houses, six brick blocks, a passenger depot and various other improvements—all first class.

Rigorous restrictions were adopted, looking toward the creation of a model industrial city. Indeed, some of them, in reference to racial matters, tread pretty hard on the toes of the Constitution of the United States.

In order to provide funds for construction, the company created a serial six percent coupon note issue of \$750,000, due in from one to five years, and the stockholders paid in par for their 5000 shares of stock. The notes were taken largely by the stockholders.

Panic of 1913

AS SOON as the project was well under way and construction had proceeded to a certain stage a sales campaign was started to sell business and

residential lots and acreage. Sales were progressing very satisfactorily and closely approached the \$1,000,000 mark when the panic of 1913 intervened and the campaign ended.

The Llewellyn Iron Works were nearly ready to begin actual construction on the ground but stringent financial conditions made it impossible for them to proceed. As the skies began to clear in the summer of 1914, the awful European war burst forth and business stagnation ensued.

The Union Tool Company was employing about 500 men in July, 1914, had completed an extension to their plant and equipment, and was arranging to add an additional 300 employees. Within 90 days the company practically shut down the plant, reducing the working force to less than 50 men. The result was lamentable.

The Pacific Electric also prayed for an extension of time in which to erect their plants which, of course, was granted. The Llewellyn Iron Works were unable to finance their construction and carry out their contract and they, too, were given an extension of time.

Better Times Arrive

AT THIS writing, August, 1916, the Union Tool Company has resumed work, now employing nearly 400 men; the Llewellyn Iron Works is erecting its plant and the Pacific Electric is to start construction work at once. There is absolute stagnation, however, in the real estate business and sales are nil.

We are erecting an additional hundred bungalows to meet a prospective early demand but they will, for the greater part, have to be rented as no one seems to be in a mood to purchase real estate in any form.

The enterprise has few stockholders. For the greater part they are men of means. It was the expressed wish of these latter gentlemen that the first consideration should be to do things right. Plans were carefully considered and all construction work was of the most thorough character. Material results were to be the first consideration.

Everything In Place

SEWERS, paved streets and all public utilities were constructed in advance; alleys which contained all pole lines and water and gas mains were provided throughout the town-site; ample reservations were made for public parks, an athletic park and for playgrounds; a civic center was designed; upwards of 300,000 trees were planted in streets and wind-breaks; and several acres were reserved for public schools to be donated to the public, upon certain conditions as to the character and completeness of the improvements to be erected thereon.

Very particular attention was given to the proper housing of the future employees of the factories locating here.

It was expected that incidentally the enterprise would prove profitable as well as utilitarian. It is difficult, however, at this time to forecast the outcome. It must eventually prove a material success.

Prophecy of 1916

THE RESIDENTS of Torrance will enjoy an environment which will make for good health, good morals and industrial welfare and prosperity, and, if conditions return to normal within a reasonable time and the wheels of western progress are again put in motion, the public spirited men behind the enterprise should reap a substantial reward.



• El Prado About 1923.



• Building Torrance's First Streets.



• Marcelina and Sartori Avenues From Cabrillo, Showing the First Torrance Auditorium.

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